Take your company brand beyond your exhibit booth and splash it throughout the Irrigation Show!

Build brand awareness, increase booth traffic and supercharge your presence at the 2018 Irrigation Show and Education Conference.

As a sponsor, your company name will be seen before and during a wide range of show activities, increasing your exposure to critical decision makers. Sponsors receive substantial recognition for their support. Your sponsorship also supports the industry and the Irrigation Association’s mission.

There are many great turnkey sponsorships that can also be customized to your budget and message.

Call the Irrigation Association at 703.536.7080 to customize your sponsorship today!

Sponsor Guidelines
Sponsorships are open to all exhibitors with the following guidelines. Companies in the regular manufacturer of irrigation products and components membership category are not be allowed to sponsor show events without having an exhibit booth. If a company in the manufacturer of complementary products, business supplier, dealer/distributor, manufacturer’s representative, consultant or contractor membership category would like to sponsor events without having an exhibit booth, a specified non-exhibitor amount will be added to their sponsorship commitment no less than the price of a 10’ × 10’ booth. Discounts are available for platinum and gold IA members.

Prior year sponsors have first right of refusal for the next year, up to 15 days from announcement date. If not committed by that date, the sponsorship is available on a first-come, first-served basis, if there are multiple interested parties, sponsor will be determined based on priority points. Discounts are available for platinum and gold IA members.

(Taken from the 2017 exhibitor survey)

### What Sponsorship Gets You

<table>
<thead>
<tr>
<th>What Sponsorship Gets You</th>
<th>Champion ($12,000 to $18,000)</th>
<th>Leader ($8,000 to $11,999)</th>
<th>Advocate ($5,000 to $7,999)</th>
<th>Friend (Up to $4,999)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary full registrations</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Backlit panel box with your ad</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Closing night exhibit hall reception drink tickets</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Acknowledgement of your support at the general session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on the Irrigation Show website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in the 2018 Irrigation Show Guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in the 2018 Registration Brochure (contract due May 15)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name and logo on signage throughout the show</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor badge ribbons for all company representatives</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to the reserved conference rooms on the show floor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in IA Times and News Harvest, IA’s monthly e-newsletters</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Insertion of approved marketing material literature (provided by sponsor) in 4,000 Irrigation Show bags</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Champion of Irrigation

Certification/Education $18,000 (EXCLUSIVE) | $15,000 (MULTIPLE)

The Irrigation Show and Education Conference attracts attendees because it has earned a reputation for offering the industry’s best and most comprehensive education opportunities. Make a lasting impression on attendees dedicated to advancing their lifelong career in the irrigation industry.

**Sponsor benefits include**
- Champion of Irrigation benefits.
- signage acknowledging partner sponsorship in prominent locations near education classrooms.
- your logo at the beginning of all PowerPoint presentations used in education classes.
- reserved table for your company at the Certification Luncheon.
- company notepads (provided by sponsor) to be placed in all education classrooms.

Keynote Address $18,000 (EXCLUSIVE) | $15,000 (MULTIPLE)

The keynote address is a popular event every year, attracting attendees from all sectors of the industry. Put a spotlight on your company’s name at this year’s keynote address.

**Sponsor benefits include**
- Champion of Irrigation benefits.
- your logo on keynote address event promotion.
- a one-minute video of a company representative or a company promo to be played at the keynote address. You provide the video; make it as simple or fancy as you like.
- signage acknowledging partner sponsorship in prominent locations at the keynote address.
- opportunity to provide promotional literature for distribution before the address (exclusive only).
- your logo on RFID tower wraps located outside of the keynote address (exclusive only).

General Session $18,000 (EXCLUSIVE) | $15,000 (MULTIPLE)

The general session is the marquee event during the Irrigation Show. Put your brand front and center as the industry celebrates successes of the past year and looks forward to the bright future ahead. During this session, attendees will congratulate award winners and hear the IA’s CEO and president of the board discuss past industry successes and exciting plans for the future.

**Sponsor benefits include**
- Champion of Irrigation benefits.
- your logo on general session event promotion.
- a one-minute video of a company representative or a company promo to be played at the general session. You provide the video; make it as simple or fancy as you like.
- signage acknowledging partner sponsorship in prominent locations at the general session.
- opportunity to provide promotional literature for distribution before the session (exclusive only).
- your logo on RFID tower wraps located outside of the general session (exclusive only).
Lanyard | $12,000 (EXCLUSIVE)
Would you like to see every attendee wearing your company name? Get this high-level visibility through the exclusive sponsorship of the official Irrigation Show lanyard! Lanyards are distributed to each attendee at registration, and your logo will be prominently featured.

**Sponsor benefits include**
- Champion of Irrigation benefits.
- Your logo on 4,000 Irrigation Show lanyards (provided by sponsor).

Trade Show Bag | $12,000 (EXCLUSIVE)
Highlight your company to attendees before they even step onto the show floor. Given out at registration, participants use show bags throughout the duration of the show and long after!

**Sponsor benefits include**
- Champion of Irrigation benefits.
- Your logo on 4,000 Irrigation Show bags (provided by sponsor).
Registration | $11,000 (EXCLUSIVE)
No one gets into the show without first going through registration. Get maximum exposure by being the 2018 Irrigation Show registration sponsor!
Sponsor benefits include
- Leader of Irrigation benefits.
- recognition and logo in all registration confirmation emails.
- your logo on monitor wraps to be placed around registration monitors.
- your logo on mousepads to be used on registration monitors.

Charging Stations | $10,000 (EXCLUSIVE)
Help participants power up their smart phones, laptops and other devices without leaving the convention center.
Sponsor benefits include
- Leader of Irrigation benefits.
- your logo on six charging stations located throughout the show floor and education area.

Show Floor Lounges | $10,000 (EXCLUSIVE)
These show floor lounges will be THE place for attendees to relax, charge their mobile device and network.
Sponsor benefits include
- Leader of Irrigation benefits.
- signage at several of the show floor lounges.

Mobile App | $11,000 (EXCLUSIVE)
Gain brand visibility over and over again as attendees pull up the Irrigation Show mobile app throughout the week!
Sponsor benefits include
- Leader of Irrigation benefits.
- exclusive sponsor of the mobile app.
- your logo and recognition on mobile app directions.
- your logo and link to website on mobile app home page.

Opening Night Party | $8,000 (EXCLUSIVE)
The opening night party will once again kick off our annual event, and your company can share the credit for this fun gathering. With a relaxed California flare, party-goers will sample food truck cuisine while visiting with colleagues in a new unique street party venue!
Sponsor benefits include
- Leader of Irrigation benefits.
- your logo on opening night event promotion.
- signage acknowledging partner sponsorship in a prominent location at the event.
- 30 opening night event invitations for you to give to your best customers.
Watercooler Stations | $5,000 (EXCLUSIVE)
Attendees will enjoy a cup of cold filtered water from watercoolers branded with your logo.

Sponsor benefits include
- Advocate of Irrigation benefits.
- your logo on three watercooler station wraps.

Notepads | $7,000 (EXCLUSIVE)
Have your company logo on all the conference notepads as attendees take notes throughout the event and beyond.

Sponsor benefits include
- Advocate of Irrigation benefits.
- exclusive right to provide notepads with your company’s logo to Irrigation Show attendees placed in multiple locations throughout the show (minimum of 3,000 provided by sponsor).

Pens | $7,000 (EXCLUSIVE)
Attendees take notes throughout the event. Put your company logo on the pens they use and grab to take home.

Sponsor benefits include
- Advocate of Irrigation benefits.
- exclusive right to provide pens with your company’s logo to Irrigation Show attendees to be placed throughout the show (minimum of 3,000 provided by sponsor).

New Product Contest | $6,000 (EXCLUSIVE)
The new product contest is a hot spot on the show floor. Attendees come to check out the new products and then return to see which ones won. Show your company’s commitment to innovation by sponsoring this special showcase area.

Sponsor benefits include
- Advocate of Irrigation benefits.
- signage acknowledging sponsorship in the new product contest area.
- your logo on new product contest event promotion.

Opening Night Party | $5,000 (MULTIPLE)
See page 5 for details.

Ready to reserve your sponsorship package?

NEW Watercooler Stations | $5,000 (EXCLUSIVE)
Attendees will enjoy a cup of cold filtered water from watercoolers branded with your logo.

Sponsor benefits include
- Advocate of Irrigation benefits.
- your logo on three watercooler station wraps.
Young Professionals Breakfast
$4,000 (MULTIPLE)

This event is booming in popularity every year. Highlight your company and create brand awareness as we welcome attendees under 40 to network and enjoy breakfast.

Sponsor benefits include
- Friend of Irrigation benefits.
- signage acknowledging sponsorship at the Young Professionals Breakfast event.
- your logo on Young Professionals Breakfast event promotion.
- opportunity to distribute promotional material on table at event.

Women in Irrigation Social
$4,000 (MULTIPLE)

Women in the industry make a point to attend this annual event. Put a spotlight on your company at this reception bringing together women and celebrating their contributions in irrigation.

Sponsor benefits include
- Friend of Irrigation benefits.
- signage acknowledging sponsorship at the Women in Irrigation social event.
- your logo on Women in Irrigation social event promotion.
- opportunity to distribute promotional material on table at event.

Education Breaks
$4,000 (MULTIPLE)

It’s break time! Help attendees taking classes throughout the week stay focused and refreshed.

Sponsor benefits include
- Friend of Irrigation benefits.
- signage acknowledging sponsorship in the education area.

RFID
$4,000 (EXCLUSIVE)

Get recognition at the week’s main events through this new opportunity. Radio-frequency identification technology is used at the show to track attendee data, and your company will be featured on several towers located at the entrance of the exhibit hall.

Sponsor benefits include
- Friend of Irrigation benefits.
- your logo on RFID tower wraps located at the entrance of the exhibit hall.

Contact Exhibit Services Manager Tiffany Wilson at (tiffanywilson@irrigation.org; 703.536.7080).
A la Carte Items

**NEW** Drink Tickets for Closing Happy Hour on the Show Floor | $120 for 10 tickets
As the show wraps up, it's time for one last call before shutting off the lights. Show your customers your generous hospitality by handing out drink tickets to the closing night reception as they visit your booth.

**Banners | $1,000-$3,500**
Picture your message on a banner hanging over a busy hallway as attendees walk to and from registration, education classes and the exhibit hall. (Sponsor provides artwork.)

**Escalator Clings | $1,000-$3,000**
Promote your brand and/or company message as attendees are going to and from meeting rooms, registration and the expo floor. Two high-profile escalator locations are available.

**Backlit Panel Box | $2,000 each**
These 7-foot highly visible ad panels are placed in locations with heavy traffic, so your product can shine and be seen. (Sponsor provides artwork.)

**Window Clings | $2,000 each**
A special feature in 2018 — the Long Beach Convention Center has several window panels located in a high-traffic area where attendees enter and exit the exhibit hall. (Sponsor provides artwork.)

**Irrigation Show Bag Insert | $1,800**
Everyone loves a goody bag! Thousands of industry professionals will pick up a show bag upon arriving at the Irrigation Show. Put a special offer inside to drive traffic to your booth — a promotional item, product sample, product literature, etc. (Sponsor provides 4,000 inserts.)

**Conference Rooms | $1,000**
People come to the Irrigation Show to connect with customers, potential customers and peers. Conference rooms on the show floor are open to all exhibitors to hold on-site meetings or simply network. Sponsor signage will be displayed in conference rooms.

**Carpet Decals | $650 each**
Getting walked on was never so rewarding! We can help you pick some of the best high-traffic areas to place a carpet decal with your company’s message. (Sponsor provides artwork.)
Online Opportunities

Enhance your web exposure and search engine results while promoting your products and services 24/7.

Build your brand awareness, increase traffic to your booth and supercharge your presence at the 2018 Irrigation Show and Education Conference.

### Enhanced Online Listing Options

<table>
<thead>
<tr>
<th></th>
<th>Basic (included with booth)</th>
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<th>Level 3</th>
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<tr>
<td>Show Specials</td>
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<td>2</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

### Online Floor Plan Options

#### Banner Ads

Every attendee will check out the floor plan. Catch their attention with a banner on the floor plan webpage.
- First Position — Exclusive | $895
- Second Position — Limited to five Rotating Ads | $595
- Third Position — Unlimited Rotating Ads | $395

#### Company Logo

Make your booth stand out from the others by placing your company logo on the interactive floor plan.

$395 (only for 20' × 20' size booths & above)

#### Online Videos

Influence potential buyers by placing a video link in your online profile. Your uploaded videos are encoded to play on multiple platforms including mobile devices.

$295

Contact Tiffany Wilson (tiffanywilson@irrigation.org; 703.536.7080) to reserve your online listings.
Reserve your space in this exclusive benefit for Irrigation Show exhibitors!

Premium Positions
Back cover ........................................ $3,990
Inside front or back cover .................... $3,780
First right-hand advertising page .......... $3,780

Regular Positions
Full-page (8.75" × 11.25"; includes bleed) .... $3,360
2/3-page (4.75" × 9.25") ....................... $2,860
1/2-page horizontal (7.25" × 4.75") .......... $2,360
1/3-page vertical (2.25" × 9.25") .......... $1,290
1/3-page square (4.75" × 4.75") ............. $1,290
1/6-page vertical (2.25" × 4.75") ............ $690

The 2018 Irrigation Show Guide is printed in four-color throughout and saddle stitched.

Member Discount
IA platinum members – 30%
IA gold members – 10%
IA regular members – 5%
Note: Maximum of two discounts per ad. Second discount applies after first. Member discounts may not be combined.

Sponsorship Discount
All platinum, gold and silver show sponsors receive an additional 5% off ad space.

Agency Discount
The IA offers a 10% agency discount as a courtesy to advertising agencies that meet the following criteria: Ad agency is a commissionable, independent business entity, with no affiliation to its clients, accepting full responsibility for contracting ad placement, professional production, timely ad submission and full payment of all advertising placed on behalf of its client. The agency discount is not available to “house agencies,” for ads picked up from prior years, or to advertisers who receive the double discount. Agency discounts are permitted only to qualifying independent ad agencies.

Please note: Prior year sponsors have first right of refusal for the next year, up to 15 days from announcement date. If not committed by that date, the ad position is available on a first-come, first-served basis. If there are multiple interested parties, advertiser will be determined based on priority points.

Specifications
Advertiser & Agency Requirements
- All ads require a completed 2018 Show Guide Advertising Contract.
- Show guide advertising contract is due by Aug. 1, 2018, to reserve space.
- Ad material is due in the stipulated size by Sept. 1, 2018.
- Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed, and also for any claims originating with the ad and made against the publisher.
- No pricing or product comparisons may be made in the ad. The IA reserves the right to refuse any ads or make alterations to ads that do not comply.

Material Requirements
- Preferred file format — High-resolution, press-ready PDF
- Other accepted file formats — Illustrator AI or EPS, InDesign, or Photoshop TIFF or JPEG (flattened)

File Preparation
- Build pages to ad size and include a 0.125" bleed on all edges and trim marks.
- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process and be a minimum of 300 dpi at 100% of actual size. Vector or line art graphics must be a minimum of 600 dpi.
- Include all linked graphics. (All images must be linked correctly and meet specifications above.)

File Submission
Upload advertising materials directly to www.irrigationshow.org/showsponsors.

Materials are due by Sept. 1. The IA reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.
Advertiser Information
Name ________________________________________________________ Title ______________________________________________________
Company ______________________________________________________________________________________________________
Street Address ____________________________________________________________________________________________________
City __________________________ State _______ Zip _______ Country _________________________________
Telephone __________________________ Fax __________________________
Email __________________________________________________________________________________________________________

Agency Information
Agency __________________________________________________________________________________________________________
Contact Name __________________________________________________________________________________________________
Street Address ____________________________________________________________________________________________________
City __________________________ State _______ Zip _______ Country _________________________________
Telephone __________________________ Fax __________________________
Email __________________________________________________________________________________________________________
Authorizing Signature ______________________________________________________________ Date __________________________
Print Name __________________________________________ Print Name __________________________ Date __________________________

Fees
Note: Advance payment is not required. You will be billed after the publication is printed. If you prefer to pay in advance, please supply credit card information. Your card will be charged upon receipt.

Gross Total $_______________
Less Member Discount $_______________ Include 5% for regular members, 10% for gold members or 30% for platinum members. Member discounts may not be combined.
Subtotal $_______________ One additional discount allowed off subtotal (subject to qualification).
Less 10% Agency Discount $_______________ Must meet agency discount eligibility; see terms and conditions.
Net Total $_______________

Payment
$_______________ Total US$ Enclosed (or charge authorized)
☐ Bill Advertiser
☐ Bill Agency
☐ Check Enclosed (Remit in US$ drawn on a U.S. bank, payable to the Irrigation Association.)
Charge: ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express
Card Number __________________________________________ Expiration Date (month/year) __________________________
Name on Card __________________________________________________________________________________________________
Signature __________________________________________ Date __________________________
See you in Long Beach!

Don’t miss this opportunity to build your brand awareness!